

DERMASCOPE

The Encyclopedia of Aesthetics & Spa Therapy

2018 EDITORIAL CALENDAR

ISSUE	EDITORIAL THEMES	PRESS TOPICS	CLOSING DATES
JANUARY	Chemical exfoliants Eye and lip treatments Laser hair removal Microblading Private label	Resources: Cleansers Game Changers: Acne Tools of the Trade: Chemical Exfoliants Top Shelf: Vitamin C	Editorial content: 10/16/17 Press releases: 11/15/17 Ad artwork: 11/24/17
FEBRUARY	Cellulite Acne scarring Sensitized skin Aesthetic tools Makeup brushes	Resources: Exfoliants Game Changers: Peels Tools of the Trade: Cellulite Top Shelf: Peptides Aesthetically Pleasing: Serums	Editorial content: 11/15/17 Press releases: 12/15/17 Ad artwork: 12/22/17 Photoshoot submission: 11/1/17
MARCH	Waxing Physical exfoliants LED therapy Wraps Rosacea	Resources: Sun Care Game Changers: Teen Skin Tools of the Trade: Waxing Top Shelf: Hyaluronic Acid	Editorial content: 12/15/17 Press releases: 1/15/18 Ad artwork: 1/25/18
APRIL <small>*Distributed at Int'l Congress of Esthetics & Spa, Philadelphia</small>	Sunscreens Body facials Psoriasis Nutrition and health Product shelf life	Resources: Toners & Mists Game Changers: Hard Wax Tools of the Trade: Sunscreens Top Shelf: Niacinamide	Editorial content: 1/15/18 Press releases: 2/15/18 Ad artwork: 2/26/18
MAY <small>*Distributed at Int'l Congress of Esthetics & Spa, Dallas</small>	Teenage acne Sugaring Negative rebound response Product lines Facial massage	Resources: Cosmetics Game Changers: Eye Creams Tools of the Trade: Teen Acne Top Shelf: Zinc Oxide	Editorial content: 2/15/18 Press releases: 3/15/18 Ad artwork: 3/26/18
JUNE	Makeup Sebaceous hyperplasia Body equipment Ethnic exfoliation Wellness treatments	Resources: Masks Game Changers: Soft Wax Tools of the Trade: Makeup Top Shelf: Sugar	Editorial content: 3/15/18 Press releases: 4/16/18 Ad artwork: 4/25/18
JULY	Fine lines and wrinkles LED for acne Men's skin care Body massage Layering aesthetics	Resources: Hair Removal Game Changers: Sunscreens Tools of the Trade: Anti-Aging Top Shelf: Resveratrol Aesthetically Pleasing: Beauty	Editorial content: 4/16/18 Press releases: 5/15/18 Ad artwork: 5/25/18 Photoshoot submission: 4/2/18
AUGUST	Hyperpigmentation Body exfoliation Pre- and post-hair removal Vitamins and supplements Equipment for aging skin	Resources: Serums & Oils Game Changers: Hydrators Tools of the Trade: Hyperpigmentation Top Shelf: Alpha Hydroxy Acids	Editorial content: 5/15/18 Press releases: 6/15/18 Ad artwork: 6/25/18
SEPTEMBER <small>*Distributed at Int'l Congress of Esthetics & Spa, Long Beach</small>	Natural ingredients Makeup retail Dermatologist relations Reflexology Product customization	Resources: Body Game Changers: Brighteners Tools of the Trade: Natural Ingredients Top Shelf: Ceramides	Editorial content: 6/15/18 Press releases: 7/16/18 Ad artwork: 7/25/18
OCTOBER <small>*Distributed at Int'l Congress of Esthetics & Spa, Miami</small>	Lashes Lymphatic drainage Diet and the skin Product penetration Consultation devices	Resources: Equipment & Tools Game Changers: Pregnancy Skin Tools of the Trade: Lashes Top Shelf: Vitamin A	Editorial content: 7/16/18 Press releases: 8/15/18 Ad artwork: 8/24/18
NOVEMBER	Adult acne Self-tanners Folliculitis Teenage skin routines Aromatherapy	Resources: Moisturizers Game Changers: Body Contouring Tools of the Trade: Acne Top Shelf: Salicylic Acid	Editorial content: 8/15/18 Press releases: 9/14/18 Ad artwork: 9/25/18
DECEMBER	Exfoliation equipment Brows Natural acne treatments Age and sun spots Plant-based skin care	Resources: Eye & Lip Care Game Changers: Anti-Aging Tools of the Trade: Exfoliation Equipment Top Shelf: Glycerin	Editorial content: 9/14/18 Press releases: 10/16/18 Ad artwork: 10/25/18

DEPARTMENT DESCRIPTIONS

EDITORIAL

WHAT'S YOUR RECIPE

This department offers writers' advice on how to handle certain situations in the spa.

THE BUSINESS BREAKDOWN

The Business Breakdown gives an inside look at everyday business concerns and situations.

10 THINGS ABOUT...

This department provides a short overview of 10 points about the assigned topic.

HEALTHY CORNER

Healthy Corner is a section within the Scope This department that educates on health and wellness-related topics.

INFOGRAPHIC

Infographic is a section within the Scope This department that gives quick facts on an assigned topic.

OFF THE WALL INGREDIENTS

What are they putting in products? Within the Scope This department, this section focuses on seemingly strange ingredients.

FACT OR FICTION

Fact or Fiction sheds light and truth on common skin care beliefs.

PRESS

TAKE NOTE

Take Note highlights industry news to keep readers informed about announcements from companies within the industry.

RESOURCES

This advertisers-only department offers readers generic education about a specific product, while at the same time providing companies an opportunity to bring added attention to their brand in an educational setting.

LATEST LAUNCHES

Latest Launches showcases the latest professional products being launched in the aesthetics market.

TOP SHELF

New to 2018, this department spotlights products that feature trending ingredients.

WORTH A LOOK

This department staple gives access to popular industry products.

PREMIUM POSITIONING

GAME CHANGERS

Companies can be distinguished and labeled as an industry leader by being featured in this editorial department.

TOOLS OF THE TRADE

Tools of the Trade promotes trendsetters in the industry and its product lines.

All press submissions should be sent to press@dermascope.com. Editorial deadlines are assigned individually for each issue. Department topics are also available upon request. Please contact Amanda Strunk Miller at amanda@dermascope.com for specifications.